

Land Use and Transportation Element

- *Policy R1.7 Contribute to efforts to minimize region-wide average trip length, and single-occupant vehicle trips.*
 - ◆ R1.7.1 Locate higher intensity land uses and developments so that they have easy access to transit services.
- *Policy R1.10 Support land use planning that complements the regional transportation system.*
 - ◆ R1.10.2 Support alternative transportation services, such as light rail, buses, and commuter rail, through appropriate land use planning.

GOAL C1 PRESERVE AND ENHANCE AN ATTRACTIVE COMMUNITY, WITH A POSITIVE IMAGE AND A SENSE OF PLACE, THAT CONSISTS OF DISTINCTIVE NEIGHBORHOODS, POCKETS OF INTEREST, AND HUMAN-SCALE DEVELOPMENT.

GOAL C2 ENSURE OWNERSHIP AND RENTAL HOUSING OPTIONS IN TERMS OF STYLE, SIZE, AND DENSITY THAT ARE APPROPRIATE AND CONTRIBUTE POSITIVELY TO THE SURROUNDING AREA.

- *Policy C2.4 Determine appropriate density for housing based on site planning opportunities and proximity to services.*
 - ◆ C2.4.1 Locate higher density housing with easy access to transportation corridors, rail transit stations, bus transit corridor stops, commercial services, and jobs.

GOAL C3 ATTAIN A TRANSPORTATION SYSTEM THAT IS EFFECTIVE, SAFE, PLEASANT, AND CONVENIENT.

- *Policy C3.1 Achieve an operating level-of-service (LOS) of "D" or better on the City-wide roadways and intersections, as defined by the functional classification of the street system.*
 - ◆ C3.1.3 Require roadway and signal improvements for development projects to minimize decline of existing levels of service.
 - ◆ C3.1.7 Minimize the total number of vehicle miles traveled by Sunnyvale residents and commuters.
- *Policy C3.5 Support a variety of transportation modes.*
- *Policy C4.2 Balance land use and transportation system carrying capacity necessary to support a vital and robust local economy.*
 - ◆ C4.2.1 Permit industrial FARs up to 35% (and allow warehouse FARs up to 50%), and permit higher FARs in the Futures intensification areas.

- ♦ C4.2.2 Study criteria to allow industrial FARs up to 45% by Use Permit in 35% zones, considering at a minimum including:
 - the effect of the project on the regional or City-wide roadway system (e.g. strategies for reducing travel demand, proximity to transit centers, peak hour traffic generation)
 - minimum development size
 - redevelopment and/or lot consolidation
 - that the project is intended primarily for a single user or has common/shared management
 - mitigation of housing impacts
 - the development will result in an overall positive community benefit

GOAL N1 PRESERVE AND ENHANCE THE QUALITY CHARACTER OF SUNNYVALE'S INDUSTRIAL, COMMERCIAL, AND RESIDENTIAL NEIGHBORHOODS BY PROMOTING LAND USE PATTERNS AND RELATED TRANSPORTATION OPPORTUNITIES THAT ARE SUPPORTIVE OF THE NEIGHBORHOOD CONCEPT.

- *Policy N1.1 Protect the integrity of the City's neighborhoods; whether residential, industrial or commercial.*
 - ♦ N1.1.1 Limit the intrusion of incompatible uses and inappropriate development into city neighborhoods.
 - ♦ N1.1.4 Anticipate and avoid whenever practical the incompatibility that can arise between dissimilar uses.

Industrial/Research and Development

- *Policy N1.6 Safeguard industry's ability to operate effectively, by limiting the establishment of incompatible uses in industrial areas.*
- *Policy N1.7 Support the location of convenient retail and commercial services (e.g., restaurants and hotels) in industrial areas to support businesses, their customers and their employees.*
- *Policy N1.8 Cluster high intensity industrial uses in areas with easy access to transportation corridors.*
 - ♦ N1.8.1 Require high quality site, landscaping, and building design for higher intensity industrial development.

Housing and Community Rehabilitation Element

C1.1 Continue efforts to balance the need for additional housing with other community values, such as preserving the character of established neighborhoods, high quality design, and promoting a sense of identity in each neighborhood.

Community Design Sub-element

City Image

Goal 2.5A Promote Sunnyvale's image by maintaining, enhancing and creating physical features which distinguish Sunnyvale from surrounding

communities and by preserving historic buildings, special districts and residential neighborhoods which make the City unique.

Goal 2.5C Ensure that buildings and related site improvements for private development are well designed and compatible with surrounding properties and districts.

- *Policy 2.5C.1 Place a priority on quality architecture and site design which will enhance the image of Sunnyvale and create a vital and attractive environment for businesses, residents and visitors, and be reasonably balanced with the need for economic development to assure Sunnyvale's economic prosperity.*
 - ◆ 2.5C.1c. Continue to insure that projects have amenities which make them attractive and that these features are not sacrificed to maximize development potential.
- *Policy 2.5C.2 Review site plans to insure the design is compatible with the natural and surrounding built environment.*
- *Policy 2C.4 Encourage quality architectural design which improves the City's identity, inspires creativity and heightens individual as well cultural identity.*

Fiscal Management Sub-Element

GOAL 7.1A: REVENUE: MAINTAIN AND ENHANCE THE CITY'S REVENUE BASE.

- *Policy 7.1A.1. Revenue base: Maintain a diversified and stable revenue base for the City*
 - ◆ 7.1A.1a. Encourage a diversified and stable local economy.
 - ◆ 7.1A.1h. Maintain a diversified revenue base, not overly dependent on any land use or external funding source.

Socio-Economic Sub-Element

GOAL 5.1A PRESERVE AND ENHANCE THE PHYSICAL AND SOCIAL ENVIRONMENT AND FACILITATE POSITIVE RELATIONS AND A SENSE OF WELL-BEING AMONG ALL COMMUNITY MEMBERS, INCLUDING RESIDENTS, WORKERS AND BUSINESSES.

- *Policy 5.1A.3 Ensure an integrated planning approach that considers all elements of the City's General Plan in establishing long- or short-range plans, goals and objectives for the City.*

GOAL 5.1B MAINTAIN AND ESTABLISH POLICIES THAT PROMOTE A STRONG ECONOMY WHICH PROVIDES ECONOMIC OPPORTUNITIES FOR ALL SUNNYVALE RESIDENTS WITHIN EXISTING ENVIRONMENTAL, SOCIAL, FISCAL AND LAND USE CONSTRAINTS.

- *Policy 5.1B.1 Provide existing employers with opportunities to expand employment within land use constraints and in accordance with regional planning goals*

- *Policy 5.1B.3 Monitor the effect of City policies on business development and consider the effects on the overall health of business within the City.*

GOAL 5.1C ENDEAVOR TO MAINTAIN A BALANCED ECONOMIC BASE THAT CAN RESIST DOWNTURNS OF ANY ONE ECONOMIC SECTOR.

- *Policy 5.1C.4 Promote business opportunities and business retention in Sunnyvale.*
- *Policy 5.1C.5 Support land use policies that provide a diversified mix of commercial/industrial development.*

Air Quality Sub- Element

Goal 3.7B Reduce air pollution impacts from future development

- *Policy 3.7B.1 Utilize land use strategies to reduce air quality impact.*
 - ◆ 3.7B.1a. Promote extension of transit systems, and locate higher density development/redevelopment along transit corridors.

Goal 3.7C Make a contribution towards improving regional air quality.

- *Policy 3.7B.2 Improve opportunities for citizens to live and work in close proximity.*
 - ◆ 3.7C.2a In the Long term, the City should encourage a better balance between jobs and housing than currently exists in Sunnyvale to reduce long distance commuting.